

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

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## Canned Foods and the New Legal Rules of Pricing Will Be Discussed at 1949 Canners Convention

As essential background for the symposium on canned food merchandising scheduled for the 42nd Annual Canners Convention, the National Canners Association Convention Committee has scheduled for the Opening General Session on January 17 an address by H. Thomas Austern, of Association Counsel, on "Canned Foods and the New Legal Rules of Pricing."

Recent court and Federal Trade Commission decisions have had sweeping impact upon the legal validity of delivered price selling, freight equalizations, and the limits within which any seller may meet competition in pricing his goods. The effect of these decisions is now and will continue to be until next March a subject of Congressional inquiry by the Capehart Committee (see INFORMATION LETTER of October 2, page 330).

Few subjects have so widely engrossed the attention of American  
(Please turn to page 342)

## Canned Foods Price Publicity

Two weeks after issuance of the two-column bar chart "Market Basket Bargain," pictorially emphasizing the favorable price position of canned foods, the Association has received newspaper clippings created from the matrix mailed by the N.C.A. to canners and newspapers.

Clippings received over this period also indicate use of "A Story Worth Repeating!", the price story reporting Bureau of Labor Statistics figures as of August 15, which was included in the October 2 issue of the INFORMATION LETTER. Clippings received during the past six weeks show that N.C.A. price publicity is known to have been published in newspapers having a circulation of 4,037,576, not counting trade papers.

In some instances, the Association has received clippings from newspapers which published price publicity last month, after receiving the N.C.A.'s release of August 28, and again this month, after receiving the October 2 release. (Cont. on p. 338)

## BAE Estimates Production Of Processing Vegetables

The 1948 harvest of green peas for canning, freezing and other processing totalled 359,190 tons, 17 percent below 1947 production but only 2 percent below the ten-year 1937-46 average, the Bureau of Agricultural Economics reported this week. BAE also reported indicated production as of October 1 on six other processing crops:

Production of tomatoes is expected to total 2,522,900 tons, 23 percent below last year's production of 3,268,000 tons. Sweet corn production is indicated at 1,267,000 tons, as compared with 1,066,400 tons produced in 1947. The indicated production of 91,600 tons of beets for canning in 1948 is 20,000 tons more than were produced in 1947. Green lima bean production prospects were reported at 62,860 tons, 13 percent over last year. The prospective 1948 production of cabbage for kraut, on acreage under contract, is 78,900 tons. A total of 15,540 tons of pimientos is indicated in Georgia.

Details of these crop production reports begin on page 340.

## CUMMING NAMED TO PEACETIME MOBILIZATION GROUP

### Florida Canners Association Told Of NSRB Plans To Estimate Wartime Food Needs

The importance of canned foods to meet civilian and military needs in time of war is always recognized by the U. S. Government, it was asserted October 15 by Howard T. Cumming, President of the National Canners Association, in addressing the 17th annual meeting of the Florida Canners Association at St. Petersburg. Mr. Cumming has been chosen a member of the industry committee which will be consulted by the President's ad-

## Schedule for Chicago Meeting of Board, Council, Committees

The schedule of Board, Administrative Council and Committee meetings to be held at the Palmer House, Chicago, November 10-12, is as follows:

### Wednesday, November 10

9:30 a. m.—Research Committee—Room 4, third floor.  
2:00 p. m.—Buildings Committee—Room 4, third floor.  
2:00 p. m.—Association of State and Regional Secretaries—Room 7, third floor.

### Thursday, November 11

9:00 a. m.—Agricultural Policy Committee—Room 3, third floor.  
12:30 p. m.—Luncheon for Administrative Council—Room 18, club floor.  
Afternoon—Administrative Council—Room 18, club floor.  
2:00 p. m.—Convention Committee—(to be located).

### Friday, November 12

10:00 a. m. and all day—Board of Directors—Room 14, club floor.  
12:30 p. m.—Luncheon for Board of Directors—Crystal Room, third floor.

The agenda for the Board meeting has not been completely finalized but the following subjects, among others, will be included: N.C.A. building program, nutrition program, 1949 Convention, and agricultural policy. Complete program details and sequence will be announced shortly.

visers on mobilization on how to utilize the nation's food supplies in event of war.

He assured the Florida canners that "in time of war or threatened war, our Government invariably turns to the canning industry for help. Uncle Sam recognizes the value of canned foods as an instrument of defense. All of you are familiar with the part our products played in military rations and civilian rationing; the tremendous production of war foods that came from our plants during the recent conflict; the recognition given to the importance of that production by Prior-

ity Boards and Procurement agencies. Many of you won the Army and Navy 'E' awards for meritorious service.

"We can be proud of that record and of that recognition and still fervently hope that such a call will never be made on this industry again. Nevertheless, in recognition of the world situation, Congress has created a National Security Resources Board, whose peacetime function is to advise the President concerning coordination of military, industrial and civilian mobilization in the event of War, and history is repeating itself in the fact that this new agency already is acknowledging the part canning will play in such preparedness. A 'task committee' of industry representatives has been formed and, as president of the National Canners Association, I have been asked to serve with this group.

"The staff of the National Security Resources Board held a preliminary

meeting a few weeks ago to outline the task ahead. The most important feature of the Resources Board's planning is the creation of a new 'Food Division,' which will undertake to estimate probable food requirements should war break out. This task will be accomplished by adding together the military requirements which the Joint Chiefs of Staffs have computed, and to estimate, in some fashion, what civilian requirements will be."

Katherine Smith, Director of the N.C.A.'s Home Economics Division, reported on the scope of work carried out by the Home Economics Division, and described certain other public relations activities of the N.C.A.

Charles J. Tressler of the N.C.A.'s Washington Research Laboratory is to participate today in a cutting and display of orange and blended juice samples. He will lead a discussion following the cutting.

Repeating!" Claude M. Gray, editor, reported that his attention was called to the latest N.C.A. release by Lowden Jones, general manager of the Walla Walla Canning Co., and R. D. Lockard, plant superintendent for Libby, McNeill & Libby. The *Union-Bulletin* had reproduced the N.C.A. price story issued August 28.

Also, the Owatonna Canning Co., Owatonna, Minn., sent in a clipping from *The Daily People's Press* (4,201), which reproduced the "Market Basket Bargain." The Owatonna Canning Co. had reported use of N.C.A. price material last month.

The New Iberia Canning Co., Inc., New Iberia, La., sent in a clipping from the *Iberian* (2,452) reproducing "A Story Worth Repeating!"

The Falls Canning Co., Oconto Falls, Wis., sent a clipping from the *Herald* (806) reproducing "Market Basket Bargain."

The Larsen Co., Kent City, Mich., supplied a clipping from the *Sparta, Mich., Sentinel-Leader*, in which a story on price publicity, previously reported, had appeared.

The Boston *Globe* (189,993), the second Boston paper to publish canned foods price publicity, utilized the release entitled "A Story Worth Repeating!"

The Association also has received clippings of canned foods price publicity from the following papers:

Alamosa, Colo., *Courier* (3,003); St. Joseph, Mo., *News-Press* (52,963); Duncan, Okla., *Banner* (7,041); and Jackson, Tenn., *Sun* (10,470).

The Northwest Canners Association gained additional distribution for "A Story Worth Repeating!" by reproducing and issuing it as a press release to its mailing list.

The Association will continue to welcome information from canners indicating use of the N.C.A. price material, and would appreciate particularly having the members send in clippings of any such publicity.

## Enforcement of Overtime Rules

Enforcement of new interpretations under the Fair Labor Standards Act regarding certain types of premium payments for work on Saturdays, Sundays, holidays, or at night will begin on October 18, it is announced by William R. McComb, Administrator of the Wage and Hour Division of the Labor Department. (See INFORMATION LETTER of September 18, page 315). The Supreme Court refused to grant a rehearing in the long-shore back-wage cases.

## PUBLICITY

### Look Features Canned Meats

A two-page pictorial display, under the heading "Main Course From A Can," which will appear in the October 26 issue of *Look* magazine, cites the low costs, many varieties, and appetizing importance of canned meats to the menu-planner.

The article pictures a number of meat products ready to be served as attractive dishes, and provides recipes for four favorites pictured. Besides listing the canned meats most generally packed by the industry, *Look* notes that while many canned meat specialties began as GI dishes, they are now a "family favorite."

### Canned Fish Featured

An October column "Household Memos" by Lynn Chambers, which as a service of the Western Newspaper Union appears in hundreds of small daily and weekly newspapers, is headlined "Savory Fish Dishes Appeal to Appetite, Are Kind to Budget."

Miss Chambers starts the article by saying, "Are you looking for versatile as well as economical main dishes these days of high prices? Fish will fill the bill on both counts, and none of the family needs turn up his nose at these delectable foods we've concocted. They're truly delightful and refreshingly different.

"A small inexpensive can of fish when combined with other nutritious ingredients such as bread, milk, cheese and vegetables makes a hearty and protein-rich dish that really satisfies. Serve a salad and light but tangy dessert and you have the foundation for your meal."

The rest of the article consists of recipes using canned fish and stresses the economy of the foods that are "something the family cheers about."

### Canned Foods Price Publicity

(Concluded from page 337)

Outstanding examples of this are the Rochester *Times-Union* (circulation 105,918) and the *Union-Bulletin* of Walla Walla, Wash. (15,580).

The Rochester *Times-Union* cited the price position of canned foods in an article on its business page on October 5, and already had published canned foods price publicity based on the N.C.A.'s earlier release. President Howard T. Cumming sent in a clipping of the latest story.

The Rochester *Times-Union* also reproduced "A Story Worth Repeating!" in full on a different page. Haxton Foods, Inc., Oakfield, N. Y., sent the N.C.A. a clipping of this article.

The Walla Walla *Union-Bulletin* reproduced both the matrix entitled "Market Basket Bargain" and the press release headed "A Story Worth

## PROCUREMENT

### Quartermaster Corps To Seek Bids on Canned Sweetpotatoes

Bids for 7,966,000 pounds of canned sweetpotatoes from the current pack will be sought by the Quartermaster Corps in the near future, the Department of the Army has announced. Bids will be sought through formal advertising by the Chicago Quartermaster Purchasing Office.

The canned sweetpotatoes will be for the Army and Air Force. Of the total requirement, 5,532,000 pounds must be in export pack. Either bright or lacquered cans will be accepted.

Requests for bids will call for sweetpotatoes in No. 2½ cans, purchased f.o.b. destination, with delivery points at Schenectady, N. Y.; New Cumberland, Pa.; Atlanta, Ga.; Memphis, Tenn.; Columbus, Ohio; San Antonio, Tex.; Ogden, Utah; Auburn, Ore.; Lyoth and Mira Loma, Calif.; and Richmond, Va.

### USDA Tomato Purchases

The Department of Agriculture has announced purchase of 495,350 cases of No. 10 cans of tomatoes, U. S. Grade C or better, from the 1948 pack.

USDA also has purchased 24,300 cases of tomato paste in No. 10 cans, at prices ranging from \$5.60 to \$6.00 a case.

### Army Contract Awards

The following contract awards for canned foods have been announced:

#### Blended Juice

(Awarded by Chicago, Bid No. QM-11-183-49-264)

Quantity (dos.)	Price	F.O.B. Point
4,000 No. 2(d)	\$ .94	Bellbluff, Va.
4,000 46-oz. (d)	1.95	Atlanta, Ga.
5,000 46-oz. (d)	2.39	Lyoth, Calif.
2,370 46-oz. (d)	1.95	Atlanta, Ga.

#### Orange Juice

(Awarded by Chicago, Bid No. QM-11-183-49-265)

Quantity (dos.)	Price	F.O.B. Point
18,203 46-oz. (d)	\$2.35	Columbus, Ohio
4,840 46-oz. (d)	2.56	Ogden, Utah
20,522 46-oz. (d)	2.60	San Antonio, Tex.
13,275 46-oz. (d)	2.55	Lyoth, Calif.
4,725 46-oz. (d)	2.32	Columbus, Ohio
11,581 46-oz. (d)	2.367	Schenectady, N. Y.

(Negotiated by Chicago)

Quantity (dos.)	Price	F.O.B. Point
8,752 46-oz. (d)	\$2.365	Schenectady, N. Y.
12,113 46-oz. (d)	2.10	Atlanta, Ga.
8,752 46-oz. (d)	2.20	Bellbluff, Va.

#### Grapefruit Juice

(Awarded by Chicago, Bid No. QM-11-183-49-263)

Quantity (dos.)	Price	F.O.B. Point
1,739 46-oz. (d)	\$2.25	Ogden, Utah
4,500 46-oz. (d)	2.05	Columbus, Ohio
5,246 46-oz. (d)	2.04	Schenectady, N. Y.
7,246 46-oz. (d)	1.91	Atlanta, Ga.
3,152 46-oz. (d)	2.09	Columbus, Ohio
5,246 46-oz. (d)	1.98	Bellbluff, Va.
6,840 46-oz. (d)	2.16	San Antonio, Tex.
4,435 46-oz. (d)	2.29	Lyoth, Calif.
2,000 46-oz. (d)	2.29	Auburn, Wash.
4,000 No. 2(d)	.89	Bellbluff, Va.
4,444 No. 2(d)	1.01	Ogden, Utah
12,962 No. 2(d)	1.01	Lyoth, Calif.

#### Canned Sweet Corn

(Awarded by Chicago, Bid No. QM-11-183-49-328)

Quantity (dos.)	Price	F.O.B. Point
4,000 No. 2(e)	\$1.6575	Memphis, Tenn.
5,000 No. 2(e)	1.6575	Memphis, Tenn.
9,136 No. 2(d)	1.545	San Antonio, Tex.
24,200 No. 2(d)	1.545	San Antonio, Tex.

(Awarded by Chicago, Bid No. QM-11-183-49-336)

Quantity (dos.)	Price	F.O.B. Point
797 No. 10(d)	\$7.25	Frederick, Md.
2,500 No. 10(d)	6.80	Frederick, Md.

(d) domestic; (e) export.

### Invitations to Bid

★ Quartermaster Purchasing Office—111 East 16th Street, New York 3, N. Y.; 1819 West Pershing Road, Chicago 9, Ill.; Oakland Army Base, Oakland 14, Calif. (Western Branch).

Veterans Administration—Procurement Division, Veterans Administration Building, Washington 25, D. C.

The Walsh-Healey Public Contracts Act will apply to all operations performed after the date of notice of award if the total value of a contract is \$10,000 or over.

The Army has invited sealed bids to furnish the following:

CANNED PEARS—30,240 dozen No. 10 and 87,770 dozen No. 2½ cans. Bids due at Oakland under serial No. QMPOW-SC 432 by Oct. 20.

CANNED PEARS—29,298 dozen No. 10 and 7,760 dozen No. 2½ cans. Bids due at Oakland under serial No. QMPOW-SC 432 by Oct. 20.

CANNED TOMATOES—19,974 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-412 by Oct. 20.

CANNED CHICKEN—72,000 pounds in 35-oz. cans. Bids due at Chicago under serial No. QM-11-183-49-445 by Oct. 20.

CANNED TOMATOES—15,500 dozen No. 10 and 10,000 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-425 by Oct. 20.

TOMATO PUREE—5,000 dozen No. 3 or 14,520 dozen 14½-oz. cans. Bids due at Chicago under serial No. QM-11-183-49-429 by Oct. 21.

CANNED CHERRIES (RSP)—7,411 dozen No. 10 cans. Bids due at Chicago under serial No. QM-11-183-49-452 by Oct. 21.

CANNED HAMBURGERS—618,000 pounds in 15½-oz. cans. Bids due at Chicago under serial No. QM-11-183-49-444 by Oct. 26.

TOMATO JUICE—134,509 dozen No. 10 and 12,000 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-448 by Oct. 26.

The Veterans Administration has invited sealed bids to furnish the following:

CANNED FISH—16,668 dozen No. 1 cans of salmon (sockeye or blueback); 10,000 dozen one-pound ovals or tails of sardines (Type II C or Type VI A); and 56,916 dozen No. 1 or 113,832 dozen No. ½ cans of tuna. Bids due under Invitation No. 90-S by Oct. 26.

## MANAGEMENT

### Advisors Recommend Benefits For Small Business Concerns

Secretary of Commerce Charles Sawyer has under consideration a set of recommendations made by the Department's Small Business Advisory Committee, following a three-day meeting and discussion last week of the special problems of small business in today's economy.

In an anti-communist resolution, the Committee urged Mr. Sawyer publicly to warn business that "the responsibility of keeping employees fully informed on the American way of life as a protection against communist infiltration lies directly at the door of business management."

One resolution passed by the advisory committee, made up of representative small businessmen, urged an amendment of the Internal Revenue Code to provide exemption from taxation for \$25,000 in undistributed earnings. This resolution also suggested specific changes in the existing tax law, to eliminate or reduce the present duplication of taxation on dividends paid out, and asked for legislation to permit a businessman to fix his own depreciation schedules, based on cost.

Other resolutions called attention to the desirability of reintroduction and passage of the "Tobey Bill" (S. 408, 80th Congress, 1st Session) to permit the Federal Reserve System, in certain circumstances, to guarantee up to 90 percent of commercial loans made by its member banks; full information, through Department of Commerce field offices, on all Government procurement programs; continuation of the University Extension Service and of the Department's programs in the small business field; continuation of the Office of Technical Services' dissemination of technical information, with special attention to the needs of small business; early taking and publication of a Census of Business.

### Businessmen Tour Canneries

Plants, orchards and ranches of the California Packing Corp. were inspected informally recently by a group of bankers and businessmen from the San Francisco area on a three-day tour arranged by the San Francisco Stock Exchange. The visit to Calpak properties was one of a series of tours designed to acquaint businessmen with plant operations of West Coast industry.



## STATISTICS

### Acreage and Yield Prospects For Sweet Corn Reported Up

The 1948 production of sweet corn for processing is indicated to be 1,267,400 tons, according to BAE. This is the second largest crop on record, being exceeded only by the 1942 production of 1,282,500 tons. It exceeds the 1947 production of 1,066,400 tons by about 19 percent and the 10-year average of 1,025,920 tons by nearly 24 percent.

The October 1 indicated yield is 2.68 tons per acre. This compares with 2.16 obtained in 1947 and 2.42 tons per acre for the 1937-46 average. Production prospects improved during September in all important States except Maine, New Hampshire, Nebraska, Delaware and Utah.

Production prospects for sweet corn for processing in 1948 as compared with 1947, by States, were reported as follows:

State	10-yr. av. 1937-46	1947 revised	Indic. 1948
	Tons	Tons	Tons
Maine.....	41,740	33,500	21,100
New Hampshire.....	1,060	1,060	1,400
Vermont.....	2,840	1,300	2,500
New York.....	54,400	46,600	70,200
Pennsylvania.....	24,860	23,200	26,400
Ohio.....	48,250	46,200	44,400
Indiana.....	80,230	80,800	85,100
Illinois.....	167,290	127,100	160,000
Michigan.....	5,070	3,200	4,800
Wisconsin.....	132,700	219,300	230,000
Minnesota.....	195,290	172,000	241,800
Iowa.....	102,010	42,100	102,400
Nebraska.....	5,150	2,700	5,100
Delaware.....	6,920	13,300	14,600
Maryland.....	78,560	91,300	93,800
Virginia.....	1,230	1,600	1,100
Idaho.....	13,200	33,700	48,000
Utah.....	4,000	18,300	22,600
Washington.....	27,570	43,200	39,100
Oregon.....	12,260	37,300	32,000
Other States <sup>1</sup> ...	20,690	10,100	21,000
U. S. Total.	1,025,920	1,066,400	1,267,400

<sup>1</sup> Ark., Colo., Mont., N. J., Okla., S. Dak., Tenn., Texas, and Wyo.

### Cabbage Intended for Kraut More than Twice That for '47

The prospective 1948 production of cabbage for kraut, on acreage under contract, is 1,400 tons more than was indicated on September 1, according to BAE. The 78,900 tons of kraut cabbage in prospect for 1948 compare with 30,100 tons in 1947 and 82,770 tons for the 10-year (1937-46) average. These figures relate only to cabbage produced on acreage in the hands of processors.

The October 1 indicated yield on contract acreage is 10.38 tons. This compares with 6.62 tons obtained in 1947 and an average of 8.65 for the 10-year period. New York and Minnesota are the only important States which failed to show improvement in yield prospects during September.

No official forecast is available as to the tonnage that may be purchased on the open market in 1948 for manufacture into kraut. An estimate of such purchases will be made December 17. Last year, a total of 71,000 tons of cabbage was utilized by kraut packers, of which 40,900 tons or 58 percent were purchased on the open market. During the 1937-46 period, an average of 177,620 tons were made into kraut, of which 94,850 tons or 53 percent were open-market purchases.

Indicated production of cabbage for kraut, now under contract for process-

ing in 1948, as compared with last year, was reported as follows:

State	10-yr. av. 1937-46	1947	1948
	Tons	Tons	Tons
New York.....	20,240	6,000	17,200
Ohio.....	12,990	2,000	10,600
Indiana.....	6,910	.....	13,600
Illinois.....	230	.....	.....
Michigan.....	5,000	700	2,800
Wisconsin.....	23,290	8,800	15,300
Minnesota.....	1,290	600	500
Colorado.....	280	.....	.....
Washington.....	2,930	2,600	3,000
Other States <sup>1</sup> ...	9,610	9,400	15,900
U. S. Total.	82,770	30,100	78,900

<sup>1</sup> Fla., Iowa, Md., Mo., N. J., N. C., Ore., Pa., Tenn., Tex., Utah, and Va.

### Georgia Pimiento Prospects Decline during September

A total of 15,540 tons of pimientos for processing in Georgia is indicated for 1948, according to BAE. This October 1 indicated production is less than one percent below the 1947 production of 15,680 tons but about 10 percent below the 10-year average of 17,290 tons.

A yield of 1.05 tons per acre was indicated on October 1. This compares with 0.98 tons obtained in 1947 and 1.10 tons for the 1937-46 average. Dry weather in Georgia reduced the yields below September 1 indications and some losses are resulting from rot and blight in a few local areas.

### Harvested Acreage of Peas Only 2 Percent below Average

A total of 359,190 tons of green peas for freezing, canning, and other processing was harvested in 1948, according to BAE. Production this year is about 17 percent less than the 1947 production of 434,740 tons, but only 2 percent below the 10-year average production of 366,250 tons.

The revised estimate of acreage planted to green peas in 1948 for freezing, canning and other processing is 413,980 acres. The preliminary estimate of acreage harvested is 371,380 acres. The difference between the planted and harvested acreage, 42,600 acres or 10 percent, represents the acreage from which no peas were harvested, including acreage in the Northwest that was diverted to dry peas. In 1947, this lost and diverted acreage amounted to about 7 percent.

The 1948 estimated yield of 1,934 pounds of shelled peas compares with 2,031 pounds obtained in 1947 and 1,875 pounds for the 10-year average.

The 1948 production of green peas for freezing is estimated at 59,780 tons—about 16 percent less than the 1947 production of 71,580 tons but 70 percent more than the 8-year average production of 35,140 tons for freezing.

In 1948, 299,410 tons were obtained for canning and other processing compared with 363,160 tons in 1947 and an 8-year average of 342,560 tons.

Preliminary production of green peas for processing in 1948, by States, as compared with 1947 production, is shown below:

State	10-yr. av. 1937-46	1947 revised	1948
	Tons (shelled)	Tons (shelled)	Tons (shelled)
Maine.....	4,180	4,340	5,380
New York.....	32,100	15,820	34,800
New Jersey.....	3,850	3,680	4,840
Pennsylvania.....	13,160	16,980	15,850
Ohio.....	4,540	1,510	1,600
Indiana.....	7,470	2,540	2,380
Illinois.....	17,070	23,170	25,960
Michigan.....	9,170	3,850	5,150
Wisconsin.....	113,540	144,010	82,220
Minnesota.....	27,800	40,350	41,580
Iowa.....	3,060	2,090	2,120
Maryland.....	12,920	10,960	6,410
Delaware.....	2,310	860	1,080
Virginia.....	2,480	980	1,420
Idaho.....	3,420	16,820	8,980
Colorado.....	3,740	4,100	2,920
Utah.....	19,610	18,880	11,000
Washington.....	40,360	55,600	30,380
Oregon.....	34,430	58,340	48,530
California.....	3,430	3,910	2,880
Other States <sup>1</sup> ...	7,610	5,950	3,620
U. S. Total.	366,250	434,740	359,190

<sup>1</sup> Ark., Ga., Kans., Mont., Nebr., Okla., Tenn., Texas, and Wyo.

## Tomato Prospects Improve In Most Important Areas

The 1948 tomato production is expected to total 2,522,900 tons, based on reports obtained by BAE from canners and tomato products manufacturers containing information on the October 1 condition and probable yield per acre. This prospective production is about 23 percent less than the 1947 production of 3,268,500 tons, but is only about 3 percent less than average.

The October 1 indicated yield is 5.91 tons per acre. This compares with 6.30 tons per acre obtained in 1947 and 5.23 tons for the 1937-46 average. Yield prospects declined during September in California and the Ozarks, but in the other important areas, the tonnage per acre now expected is as much or slightly more than was indicated on September 1.

Indicated production of tomatoes for processing in 1948, as compared with 1947, by States, is shown below:

State	10-yr. av. 1937-46	1947 revised	Indic. 1948
	Tons	Tons	Tons
New York.....	156,600	114,700	185,000
New Jersey.....	195,500	291,900	122,200
Pennsylvania.....	131,600	192,600	130,800
Ohio.....	169,200	115,800	198,000
Indiana.....	459,300	415,800	486,000
Illinois.....	49,900	50,400	52,000
Michigan.....	36,700	26,800	51,800
Wisconsin.....	10,600	5,800	7,600
Iowa.....	20,200	6,300	7,200
Missouri.....	35,100	12,000	20,700
Delaware.....	45,600	54,400	27,200
Maryland.....	228,700	226,800	102,600
Virginia.....	95,100	105,800	68,000
S. Carolina.....	4,000	5,100	3,100
Florida.....	10,400	6,300	11,800
Kentucky.....	12,300	8,400	9,400
Tennessee.....	13,300	13,900	1,400
Arkansas.....	39,200	26,000	20,000
Oklahoma.....	2,800	4,000	3,800
Texas.....	40,100	31,500	47,000
Colorado.....	23,400	36,100	29,200
Utah.....	65,300	72,800	57,000
California.....	715,300	1,429,000	855,000
Other States <sup>1</sup> ...	22,500	15,400	13,800
U. S. Total.	2,582,700	3,268,500	2,522,900

<sup>1</sup> Ala., Conn., Ga., Idaho, Kans., La., Minn., Miss., Nebr., N. Mex., N. C., Ore., Wash., and W. Va.

## Production of Beets Continues Above '47 but Below Average

The October 1 indicated production of 91,600 tons of beets for canning in 1948 is 20,000 tons more than were produced in 1947, but nearly 20 percent less than the 10-year (1937-46) average production of 115,080 tons, according to BAE.

The October 1 indicated yield is 7.76 tons per acre. This compares

with 7.64 tons obtained in 1947 and 7.36 tons for the average. Soil moisture was adequate in the late producing States, and yields which are being obtained exceed earlier expectations.

The following table shows indicated production of beets for 1948 as compared with last year's production, by States:

State	10-yr. av. 1937-46	1947 revised	Indic. 1948
	Tons	Tons	Tons
New York.....	39,220	11,300	26,400
New Jersey.....	5,300	2,500	6,000
Indiana.....	1,010	500	600
Michigan.....	6,910	4,300	5,600
Wisconsin.....	34,680	34,800	36,000
Oregon.....	13,610	9,400	8,000
Other States <sup>1</sup> ...	14,350	8,600	9,000
U. S. Total.	115,080	71,600	91,600

<sup>1</sup> Calif., Colo., Ga., Ill., Iowa, La., Me., Md., Minn., Miss., Mo., Nebr., N. C., Ohio, Okla., Pa., Tenn., Tex., Utah, Va., and Wash.

## Prospects for Green Limas Improved during September

Green lima bean production prospects improved slightly during September and 62,860 tons were in prospect on October 1 for canning and freezing, according to BAE. This exceeds the 1947 production of 55,650 tons by nearly 13 percent and is almost twice the 10-year average production of 31,930 tons.

The October 1 indicated yield is 1,455 pounds per acre. This compares with 1,380 pounds obtained in 1947 and 1,126 pounds for the 1937-46 period. Yield prospects improved in all important States except Michigan, Wisconsin and Washington.

Indicated production of green lima beans for processing for 1948, as compared with last year, was reported by BAE as follows:

State	10-yr. av. 1937-46	1947 revised	Indic. 1948
	Tons (shelled)		
New York.....	350	850	510
New Jersey.....	6,450	11,770	9,240
Pennsylvania.....	750	3,350	2,400
Ohio.....	420	320	360
Michigan.....	1,300	520	1,300
Wisconsin.....	1,500	3,400	2,590
Delaware.....	6,640	9,730	9,600
Maryland.....	1,690	1,910	2,210
Virginia.....	2,680	1,280	1,940
Utah.....	630	70	.....
Washington.....	240	730	600
California.....	2,790	17,940	24,000
Other States <sup>1</sup> ...	6,490	5,790	8,110
U. S. Total.	31,930	55,650	62,860

<sup>1</sup> Ark., Colo., Ga., Idaho, Ill., Ind., Iowa, Kans., La., Minn., Miss., N. C., Okla., Ore., and Tenn.

## RAW PRODUCTS

### Report on Pea Aphid Control

A report embodying a record of proceedings at the conference on pea aphid control held in Chicago last week under the auspices of the Raw Products Bureau has been prepared and mailed to all canners who registered at the meeting.

This meeting of canners and research workers was called to evaluate the serious problem of aphid control and to review the unusual conditions which made control difficult this past season. The cooperation of these groups illustrates that an industry-wide approach to such a problem will provide many of the answers canners need.

After full discussion committees were appointed to prepare special sections of the report and the whole report was then submitted to the entire group for criticism and suggestion, prior to being approved by those present.

Copies of the report will be mailed on requests addressed to the Raw Products Bureau.

### BAE Foresees Strong Demand For Farm Products in 1949

"A strong demand for most farm products is expected in 1949," the Bureau of Agricultural Economics stated this week. "If economic trends and Government programs develop in accordance with current indications, prices to be received by farmers and cash receipts from farm marketings in 1949 may average almost as high as in 1948.

"However, farm production costs are expected to remain high and net incomes to farm operators are likely to be less than in 1948," BAE said.

"Present forces indicate, in total, a fairly stable level of economic activity in 1949. Substantial amounts of foreign aid and the growing rate of Government expenditures for defense afford considerable assurance of a high level of demand, at least for the first half of next year. There is even a possibility that the impact of these expenditures on a generally tight economy may cause some further price inflation. But any further price advances are likely to be principally in nonagricultural commodities. . . . No marked reduction in consumer incomes and the domestic demand for farm products generally can be foreseen for the immediate future."

## HOME ECONOMICS

### New 'Canned Food Tables'

New work tables entitled "Canned Food Tables," comprising tabulations of the servings per unit for various canned foods in common can and jar sizes and of the nutritive values of average-size servings of canned foods, were mailed this week to Association members.

The tables were prepared by the Association's Home Economics Division in response to demands by nutritionists, dietitians, food teachers, homemakers, and restaurant and institutional managers, and will be supplied to them. The table of nutritive values was compiled from publication of the results of research work sponsored jointly by the N.C.A. and Can Manufacturers Institute.

## CONVENTION

### CM&SA Annual Dinner Dance

The Canning Machinery and Supplies Association is accepting reservations for its annual Dinner Dance, which will be held at 7 p. m. Saturday, January 15, 1949, at the Claridge Hotel, Atlantic City. The price will be \$10 a plate.

### New Legal Rules of Pricing

(Concluded from page 337)

businessmen. Nor have many legal changes appeared likely to have as wide and possibly unexpected effect upon the production and distribution of canned foods. Unless changed by Congressional enactment, the newly-developed rules may affect the methods of pricing of many things canners buy, the way in which those canned foods now sold on a delivered price basis or subject to freight equalizations may continue to be priced, and the continued legality of pricing methods now widely used throughout the food industry.

Mr. Austern is well known to the canned foods industry and has been associated with its General Counsel since 1931. The Convention Committee believes that his address will be of great interest to all segments of the industry which will be in attendance at Atlantic City.

With the scheduling of Mr. Austern's address, the program for the

Opening General Session, Monday, January 17, now includes Harold E. Stassen, well known former Minnesota Governor, and Lowell B. Mason of the Federal Trade Commission.

The symposium on canned foods merchandising, announced last week, is to feature the Second General Session on Tuesday, January 18. Other details of the Convention program will be announced as promptly as they are finalized.

## MOBILIZATION

### Industrial Planning by NSRB

Formation of a task group to begin the development of plans and procedures for the control of critical materials in the event of an emergency was announced last week by Chairman Arthur M. Hill of the National Security Resources Board.

In an address in New York, also last week, Mr. Hill said that the NSRB has made "numerous recommendations for positive action to achieve stockpile objectives," and is now developing "organizational and procedural plans in such areas as priorities for and allocations of critical materials."

"As a consequence of the recent war," he noted, "prices, the money supply and the volume of debt are already inflated. Pressures toward further inflation still exist. A major war effort would necessitate, in contrast to 1940-45, a substantial lowering of living standards for all of us."

## CITRUS

### Citrus Study in Europe

A study of the citrus fruit and citrus product marketing situation in western Europe has been initiated by the Office of Foreign Agricultural Relations under the Research and Marketing Act program of the Department of Agriculture. J. Henry Burke, citrus marketing specialist, sailed for the United Kingdom on October 13 to begin the study which will take him into 10 European countries and to French North Africa.

### Citrus Concentrate for ERP

The purchase of \$2,050,000 worth of canned concentrated orange juice for shipment to the United Kingdom under the European Recovery Program has been authorized by the Economic Cooperation Administration. All of the juice is already under contract. ECA announced last week an authorization for juice costing \$1,150,000, which supplements an earlier authorization for \$900,000.

### Heinz Co. To Create Museum

Plans are being formulated to assemble a Heinz Museum that will contain mementos and items used in conducting the business of H. J. Heinz Co. since its inception in 1869. Many items of historic interest already have been assembled in Pittsburgh.

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